



MEDIA WORK PLAN

IMPAIRED DRIVING HIGH-VISIBILITY ENFORCEMENT CAMPAIGNS

LABOR DAY 2021 • WINTER HOLIDAY 2021



**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT
DRIVE HIGH GET A DUI**

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Executive Summary

Each year, there is an increase in impaired driving fatalities that coincides with celebrations and travel surrounding Labor Day and winter holiday time periods. The National Highway Traffic Safety Administration (NHTSA) supports an Impaired Driving national mobilization during these time periods through a nationwide, high-visibility enforcement (HVE) campaign and a national paid media advertising campaign.

This document provides an overview of the research and trends that inform NHTSA's national paid media plan for the 2021 Impaired Driving campaigns—Drive Sober or Get Pulled Over; If You Feel Different You Drive Different, Drive High Get a DUI; and Ride Sober or Get Pulled Over. State departments of transportation (SDOTs) and highway safety offices (SHSOs) may wish to reference this paid media strategy and subsequent media buy details to inform supplemental paid media plans during the HVE periods, or to adapt tactics and approaches for their own HVE campaigns. Media buy summaries for the Labor Day and Winter Holiday campaigns will be posted independently to TrafficSafetyMarketing.gov. Creative materials used in the national campaigns are also available for download.

The national paid media advertising campaign is targeted primarily at 21- to 34-year old males – those most likely to be involved in fatal alcohol-impaired driving crashes, and 18- to 34-year old males – those most likely to be involved in fatal drug-impaired crashes – to educate them on the risk and consequences of impaired driving. During the Labor Day campaign only, there will be a concurrent effort to target 25- to 54-year-old male motorcycle riders – those most likely to be in fatal alcohol-impaired motorcycle crashes.

Media selection will be based on each target audience's media usage patterns, as reported by MRI-Simmons, a research tool which provides insights into consumer behavior. Other targeting factors will include alcohol usage for the Drive/Ride Sober campaigns and whether the target owns a motorcycle for the Ride Sober campaign. The campaigns will aim to quickly establish broad reach and a high frequency to drive message penetration during the short periods of increased enforcement.

Research shows that advertising effectiveness increases as new media channels are added to the paid media plan. Media universes are neither measured equally, nor does the entire target audience consume any one single channel, such as digital, radio or TV. Therefore, it is important to determine a channel mix that will frequently engage the target audiences. NHTSA will use a multi-channel, multi-platform paid media strategy consisting of a mix of digital, radio, TV and out-of-home advertising to reach more than 90% of the target audience on their preferred channels multiple times throughout the campaign.

Nearly 100% of the target audiences have internet access, making a robust digital and paid social media plan a key part of the campaign. Additionally, digital is an effective medium to reach light TV viewers and complement the radio and out-of-home plans because it fills in the attention gaps when people shift their focus away from those channels.

TV is an important part of the plan to reach the target audiences during brand-safe, high-quality, high-attention span programming. One key aspect of TV advertising is the effect it has on other media in the ecosystem, generating unduplicated impressions that maximize the reach of the entire campaign. It is important to follow TV viewers as their consumption habits change—for example,

moving from seeking content through cable subscriptions to streaming services like Hulu and YouTube. Therefore, NHTSA will use a combination of linear and connected TV to ensure maximum coverage of the target audience.

Radio is an effective, affordable way to reach the target audiences throughout their day, especially while driving and away from screens. Terrestrial (AM/FM) radio will amplify the entire campaign by generating up to 75% reach over the course of this campaign. To increase the audio impact and address all of the target audience's consumption preferences, streaming audio platforms such as Pandora, Spotify and high-indexing podcasts will allow listeners to interact on multiple platforms and devices.

Out-of-home advertising offers bold, innovative ways to interact with customers in unique locations. Unlike most other forms of media, it cannot be blocked, skipped. NHTSA will seek highly targeted opportunities to reach the target audiences through their interests and hobbies.

Media Strategy and Campaign Details

The 2021 Impaired Driving HVE Labor Day and Holiday national paid media plans will include both alcohol- and drug-impaired components. The Labor Day plan also will include a motorcycle component. Each plan will blend messaging across TV, radio, digital channels and out-of-home placements. The overall plan seeks to build frequency over the short flight using digital and paid social vehicles to build on the audience reached by the TV and radio portions of the media plan. This approach is designed to maximize reach and frequency potential to the target audience during the campaign windows.

Planned Campaign Assets

Multiple pieces of creative will be used in the campaign (Figure 1)—three for the English-speaking, general market audience and two aimed at Spanish-reliant audiences.

Figure 1: Campaign Asset Table

Language	Asset	Where Used
Drive Sober or Get Pulled Over – Alcohol Impaired		
English	Tsunami	TV, Digital, Radio
English	New asset in development	Digital (available for Winter only)
Spanish	The Price You Pay	TV, Digital, Radio
If You Feel Different, You Drive Different Drive High. Get a DUI – Drug Impaired		
English	Feel Different	TV, Digital, Radio
English	Spotted Driving High	Digital
Spanish	Portrait of a Choice	TV, Digital, Radio
Ride Sober or Get Pulled Over – Alcohol Impaired Motorcycle (Labor Day Only)		
English	New asset in development	TV, Digital

Advertising Period

The Impaired Driving and motorcycle (Labor Day only) plan will run during two time periods in 2021, as detailed in Figures 2a and 2b:

Labor Day

Wednesday, August 18 – Sunday, August 22

Wednesday, August 25 – Sunday, August 29

Wednesday, September 1 – Monday, September 6 (Labor Day)

Figure 2A: Labor Day Campaign Calendar

August 2021

Su	M	T	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

*Dates highlighted indicate planned flight dates for the campaign.

September 2021

Su	M	T	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11

*Dates highlighted indicate planned flight dates for the campaign.

Winter Holiday

Wednesday, December 15 – Sunday, December 19

Wednesday, December 22 – Sunday, December 26

Wednesday, December 29 – Saturday, January 1 (New Year's Day)

Figure 2B: Winter Holiday Campaign Calendar

December 2021

Su	M	T	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

*Dates highlighted indicate planned flight dates for the campaign.

January 2022

Su	M	T	W	Th	F	Sa
						1

*Dates highlighted indicate planned flight dates for the campaign.

The national paid media plan generally runs on a Wednesday through Sunday flight pattern. Monday and Tuesday may be used selectively to take advantage of high-value opportunities; however, nothing will run before each flight's start date.

Working Media Budget

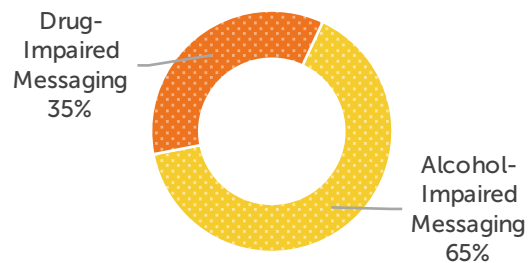
The total working media budget is \$22.5 million.
The budget is allocated as follows:

- ▶ Labor Day: \$12 million
- ▶ Winter Holiday: \$10.5 million

Target Audience

Target audiences are broken down by campaign message:

- ▶ Drive Sober or Get Pulled Over
 - Primary: 21- to 34-year-old English-speaking males who drink alcohol
 - Secondary: 21- to 34-year-old Spanish-speaking males who drink alcohol
- ▶ If You Feel Different, You Drive Different Drive High Get a DUI
 - Primary: 18- to 34-year-old English-speaking males who consume marijuana
 - Secondary: 18- to 34-year-old Spanish-speaking males who consume marijuana
- ▶ Motorcycle – Ride Sober or Get Pulled Over (Labor Day only)
 - Primary: 25- to 54-year-old male motorcycle riders who consume alcohol



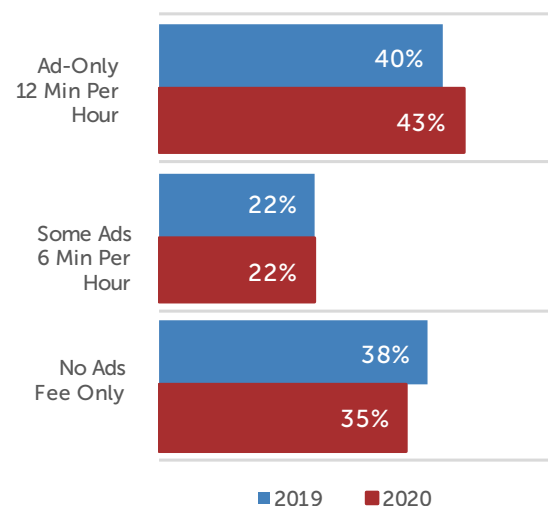
Media Environment and Selection Considerations

Over the last year, some significant shifts in the target audience's paid media consumption occurred, driven by customer acquisition acceleration, especially in paid streaming video, music and gaming subscriptions ([Deloitte Insights, Digital Media Trends, 14th Edition](#)), as well as other factors shaping the media market. Customers added, sampled and canceled services as they searched for the best value for their time and money. According to the survey, consumers subscribed to an average of 12 media and entertainment services while also seeking more free and subsidized entertainment, such as ad-supported streaming video. The good news for advertisers is that most consumers prefer ad-supported streaming services (Figure 3) and have an ad tolerance of between seven and 14 minutes per hour, which closely resembles linear TV.

As consumers trend toward streaming services and other OTT tactics, the TV budget will shift toward streaming to reflect these consumption patterns.

Figure 3: Most Consumers Want Ad-Supported Streaming Services

Preference when subscribing to a new streaming video service



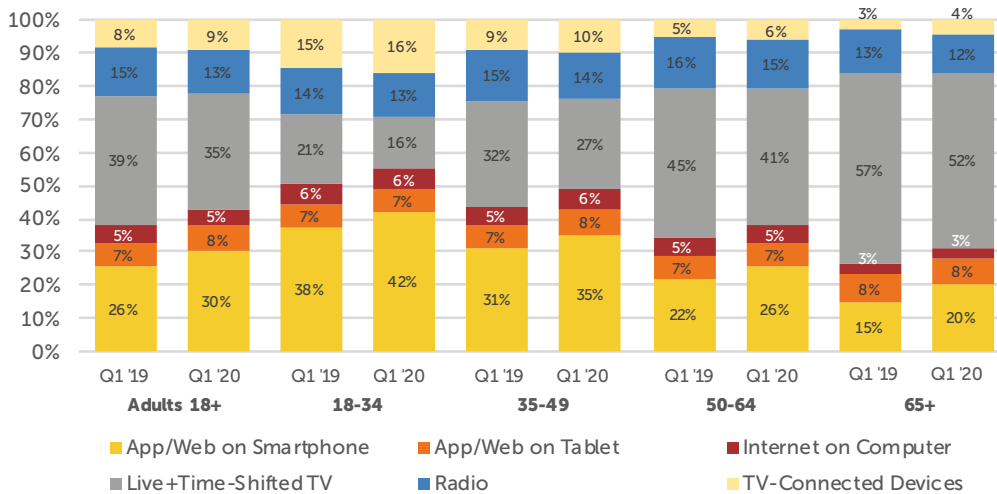
Source: Deloitte Insights, Digital Media Trends, 14th Edition

Media Consumption is on the Rise

Despite some of the shifts in the last year, overall media consumption continues to increase, with people consuming more content than ever before. According to the most recent Nielsen Total Audience Report, adults aged 18-34 spend almost 10 hours a day consuming media content, an increase of almost 45 minutes over 2019 (Figure 4), with 42% of that time spent on a smartphone. This offers NHTSA more opportunities to reach the target audience, but may require shifts in tactics (e.g., shifting from terrestrial TV to connected TV) to reach the target audience where they are consuming content.

Figure 4: Media Time by Demographic & Share of Daily Time Spent by Platform

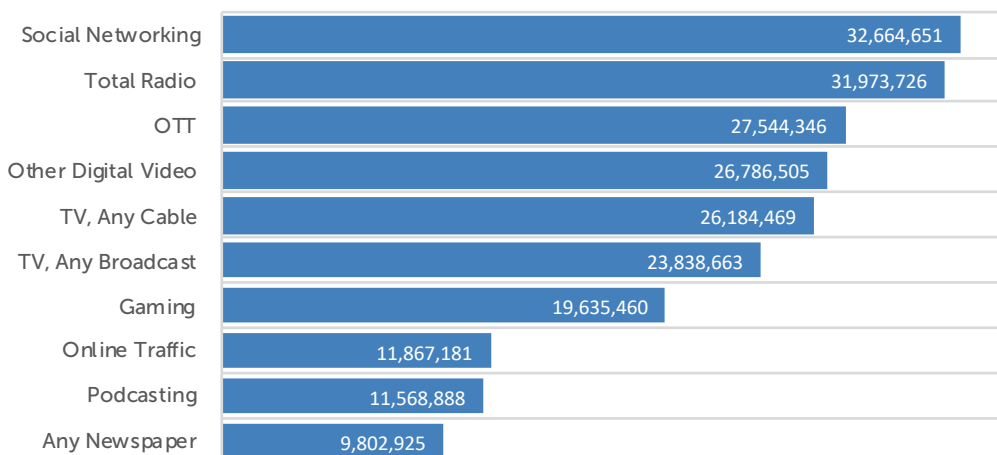
Daily Hours: Mins of Usage Based on Total U.S. Population | Based on Total U.S. Population



Source: Nielsen Total Audience Report, August 2020

The most recent Scarborough data shows that the 18- to 34-year-old male audience relies heavily on social networking and digital video deliveries; however, traditional mediums (radio and TV) still play an important role in consumption habits (Figure 5).

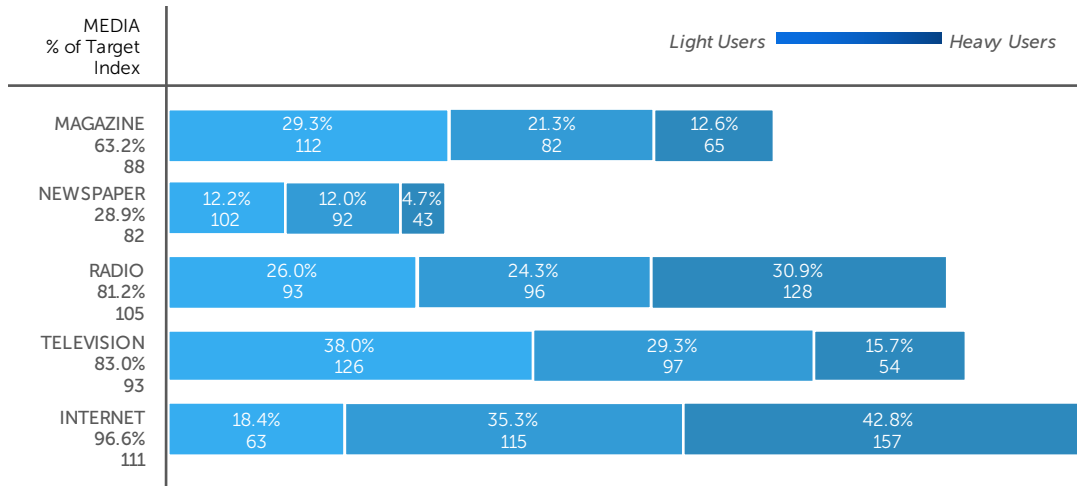
Figure 5: Total Media Consumption in Adult Males Aged 18-34



Source: USA Plus, January 2019–May 2020, Scarborough

Media use by target audience is the most important research metric in selecting the mediums that should be considered for the campaign. For example, Figure 6 shows media consumption habits for males aged 21-34 who drink alcohol.

Figure 6: Males Aged 21-34 Who Have Consumed Alcohol in the Last Six Months



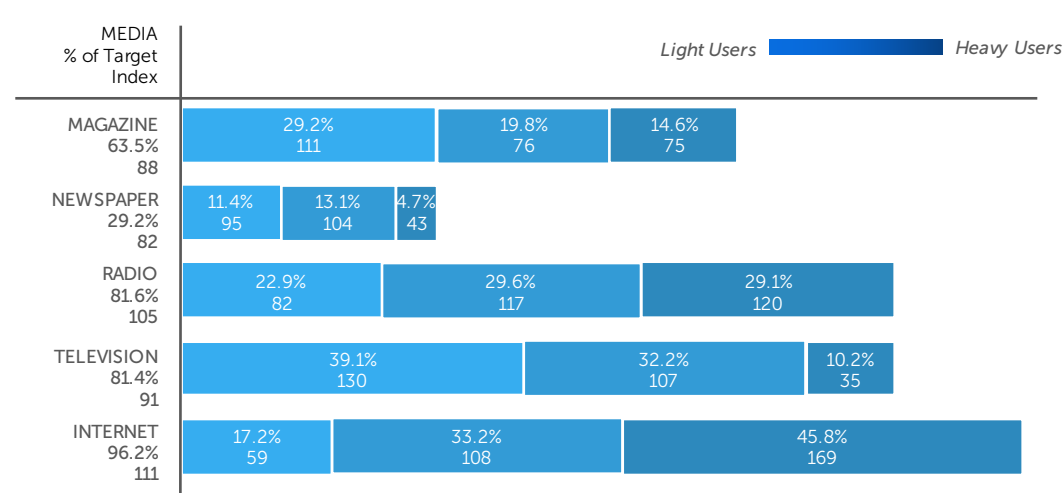
Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Note: MRI defines "internet" as anything that is consumed via desktop computer, laptop or notebook computer, iPad or other tablet, cellphone or smartphone, e-reader, iPod, MP3 Player or video game console.

Hispanic Media Consumption

The media use between general market and Hispanic consumers is very similar (Figures 6 and 7), with the internet being the most used medium, followed by radio and TV. As a result, the overall strategies and goals are similar for each of these audiences. Tactical differences will be outlined in the media recommendations phase of planning.

Figure 7: Hispanic Males Aged 21-34 Who Have Consumed Alcohol in the Last Six Months



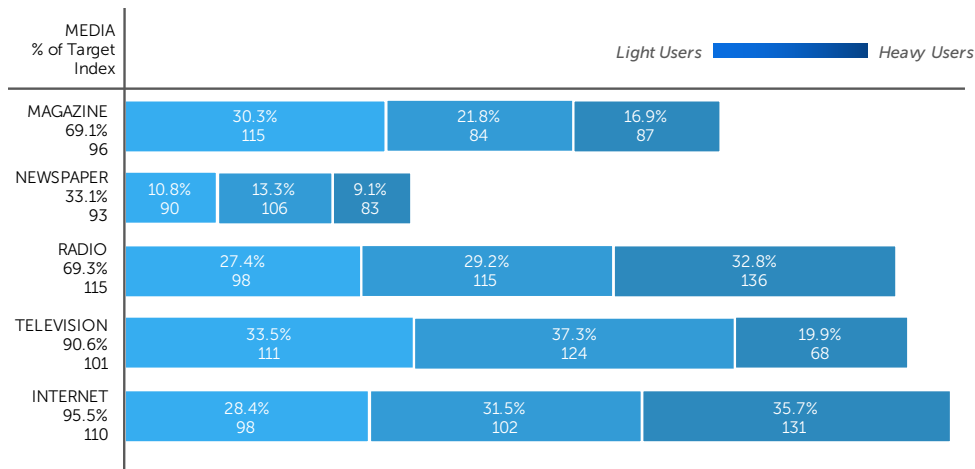
Source: 2020 Doublebase GfK MRI Weighted to Population (000)

The Motorcycle Target Audience

According to NHTSA's Fatality Analysis Reporting System (FARS), 5,014 motorcyclists were killed on American roadways in 2019. Motorcycle riders continue to be significantly overrepresented in fatal traffic crashes per 100,000 registered vehicles and per 100 Million vehicle miles traveled when compared to occupants of other vehicle types. Additionally, 29% of fatal crashes in 2019 involved a rider with a BAC of .08+, making alcohol a factor in nearly one-third of motorcycle deaths.

To reach at-risk motorcycle riders with the Ride Sober message and evaluate the most effective media mix, rider fatality data from FARS was cross-tabulated with demographic and behavioral data from MRI to identify media consumption patterns (Figure 8).

Figure 8: Media Use of Males 25-54 Who Ride Motorcycles and Have Consumed Alcohol in the Last Six Months



Source: 2020 Doublebase GfK MRI Weighted to Population (000)

The profile of this target audience is somewhat different than the 21- to 34-year-old male alcohol-impaired driver, with higher TV use and somewhat lower internet use. Specific tactics to reach this target will be included in the follow-up media recommendations, but will focus primarily on TV and radio strategies.

Factoring these media consumption trends into consideration, the Impaired Driving 2021 media plan will explore opportunities through the mediums below—each discussed in more detail in the sections that follow. Mediums and opportunities will be evaluated based on their total reach potential and ability to generate that reach in a short period.

Digital

- ▶ Paid Social Media
- ▶ Publisher Direct
- ▶ Programmatic

TV

- ▶ Linear TV, including programmatic and audience targeting
- ▶ CTV/OTT

Radio

- ▶ Terrestrial
- ▶ Streaming audio
- ▶ Podcasts

Out-of-Home

- ▶ Digital OOH

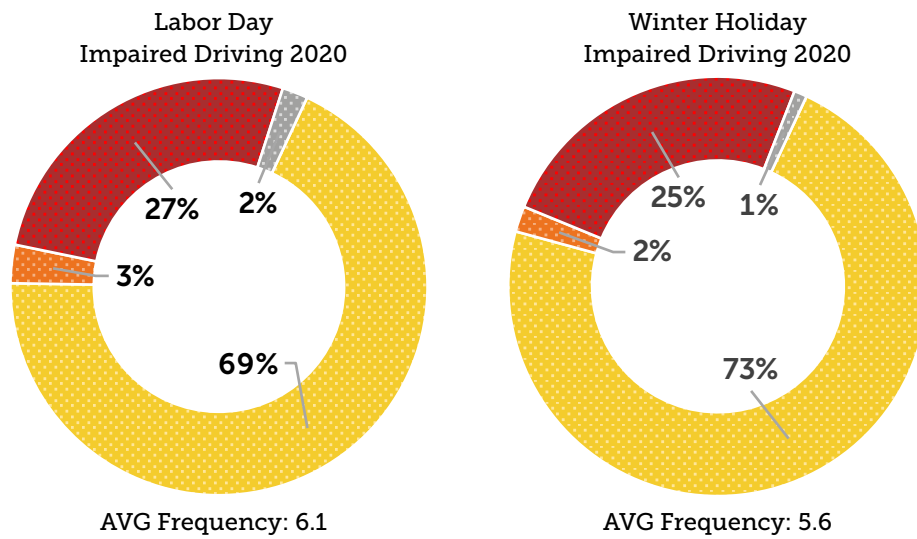
For reference, a glossary of terms is included at the end of this document to expand on the terms outlined below.

Digital

The digital paid media plan will include paid social media, display advertising and programmatic video. NHTSA will evaluate sites based on the number of unique users that have the highest potential reach with the target audience. Performances of past buys and custom content opportunities also will be a consideration in any publisher direct website recommendations. Nearly 100% of men aged 21-34 have access to the internet (Pew Research Center). Of those men, the top 40% report that they use the internet more than 25 hours per week (2020 Gfk MRI Doublebase), making digital advertising a key element in the overall plan.

A review of the 2020 digital and TV campaigns shows that digital paid media is instrumental in reaching light TV viewers (Figure 9). NHTSA will consider expanding targeting with this hard-to-reach audience.

Figure 9: Digital Drives Reach with Lightest TV Viewers Light Viewers (bottom 45% of panel)



• Overall • TV Only Exposed • Digital Only Exposed • TV+Digital Exposed

Source: Samba TV True Reach and Frequency Report

Video is a powerful storytelling tool, proven with successful results during previous campaigns. Based on this prior success, the media buy will focus on video placements. The campaign also will use display assets to generate mass reach and significant clicks to the destination URL at an efficient cost.

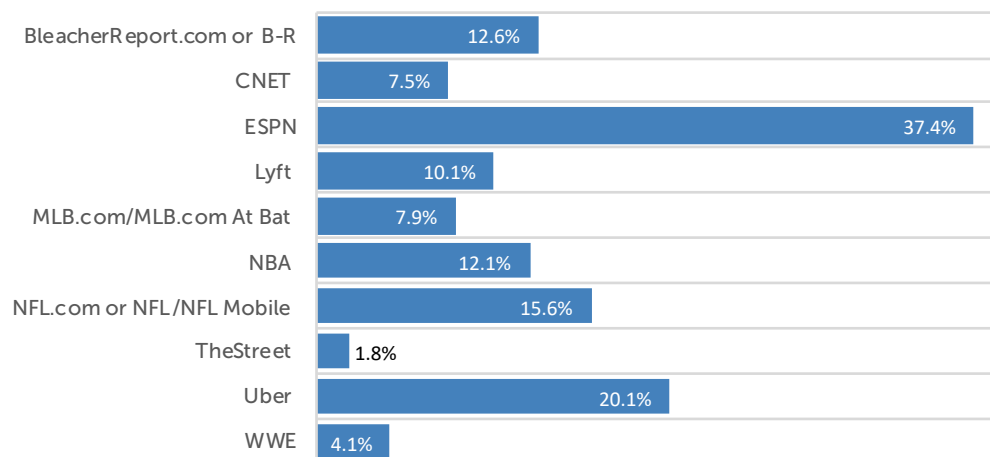
The campaign also will use display assets to generate mass reach and a large number of clicks to the campaign pages on [NHTSA.gov](https://www.nhtsa.gov) at a lower cost-per-thousand (CPM) than other strategies.

Publisher Direct

Publisher direct buys allow advertisers to target digital properties where they know their user spends their time. These higher-impact placements uniquely capture the attention of the user and often include a custom unit that speaks directly to the audience.

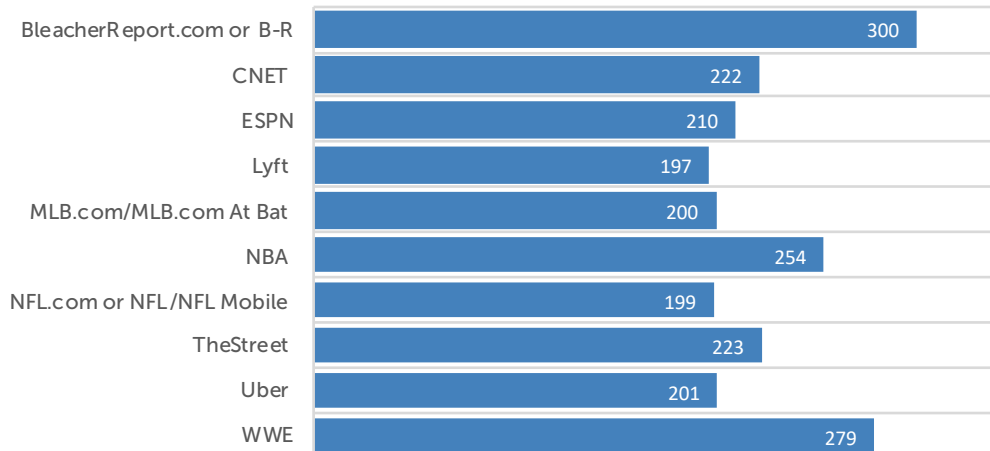
Based on MRI 2020 insights, sports and rideshare sites index high with the target audience (Figures 10a and 10b). NHTSA will take a closer look at which sites align with the target demographic and determine the best ones to efficiently place high-impact units to capture the greatest number of users in the target audience.

Figure 10A: Websites Used by Males Aged 21-34 Who Consume Alcohol (% of audience)



Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Figure 10B: Websites Used by Males Aged 21-34 Who Consume Alcohol (Index)



Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Programmatic

Programmatic continues to be a key tactic in digital advertising because of the access to real-time data and advanced reporting about placements and performance. This information allows NHTSA to optimize campaigns quickly and accurately to ensure impression goals are being met.

Programmatic also offers NHTSA the ability to target based on the interests of its target audience. For example, given that a significant portion of our target audience for each of the campaigns enjoy watching sports, NHTSA can use programmatic media buying to target users who watch the sports of interest via digital devices. This technique can be extended to target users based on musical preferences, gaming interests or other behaviors. With programmatic, NHTSA can make sure to maximize the relevancy of the ads for the specific target audience.

Programmatic placements offer efficiency by bidding for impressions that only reach the targeted audience, rather than buying the total audience of a site, show or installation. Streaming video and audio services in particular offer strong programmatic options for the Impaired Driving campaign given its strong usage among the target audience.

Hispanic Programmatic

The Hispanic secondary audience for the campaign can also be reached programmatically. While proportionally smaller in population, there is little difference in consumption and the same streaming services and apps provide many opportunities to connect with the Hispanic audience.

Paid Social

Paid social media continues to play a big part the daily lives of consumers as they use these platforms to communicate with friends, family, colleagues and community. It is another important medium to reach our target audience and is very effective in capturing the attention of its user base.

More than 98% of users of any given social media platform also use at least one other platform (Figure 11). This means that a multichannel strategy does not need to include every single platform. In fact, having a presence on just one or two of the larger platforms offers the most potential to reach almost all social media users.

Figure 11: User Overlaps in Social Media Platforms

Percentage of users ages 16 to 64* of each social media platform who use other social media platforms. The platforms included in the "Who use any other platform" column have changed, so values are not comparable with those published in previous reports.

Campaign	Who use any other	Who also use Facebook	Who also use YouTube	Who also use Instagram	Who also use Reddit	Who also use Snapchat	Who also use Twitter	Who also use TikTok	Who also use Pinterest
Facebook users	98.9%	100%	92.3%	74.8%	17.7%	29.6%	53.8%	35.8%	35.2%
Youtube users	98.7%	81.4%	100%	72.9%	17.6%	28.9%	52%	34.6%	34.3%
Instagram users	99.80%	85.50%	94.50%	100%	20.60%	35.30%	60.70%	40.50%	39.60%
Reddit users	100%	84.1%	94.7%	85.5%	100%	56.8%	76.1%	56.6%	64.3%
Snapchat users	99.9%	85.3%	94.4%	89.0%	34.4%	100%	68.3%	57.9%	53.8%
Twitter users	99.8%	86.9%	95.3%	85.7%	25.9%	38.2%	100%	42.5%	42.3%
Tiktok users	99.7%	85.0%	93.3%	84.2%	28.2%	47.7%	62.5%	100%	47.0%
Pinterest users	99.8%	85.5%	94.6%	84.1%	32.9%	45.3%	63.7%	48.1%	100%

Source: Hootsuite Digital 2021 Global Overview Report

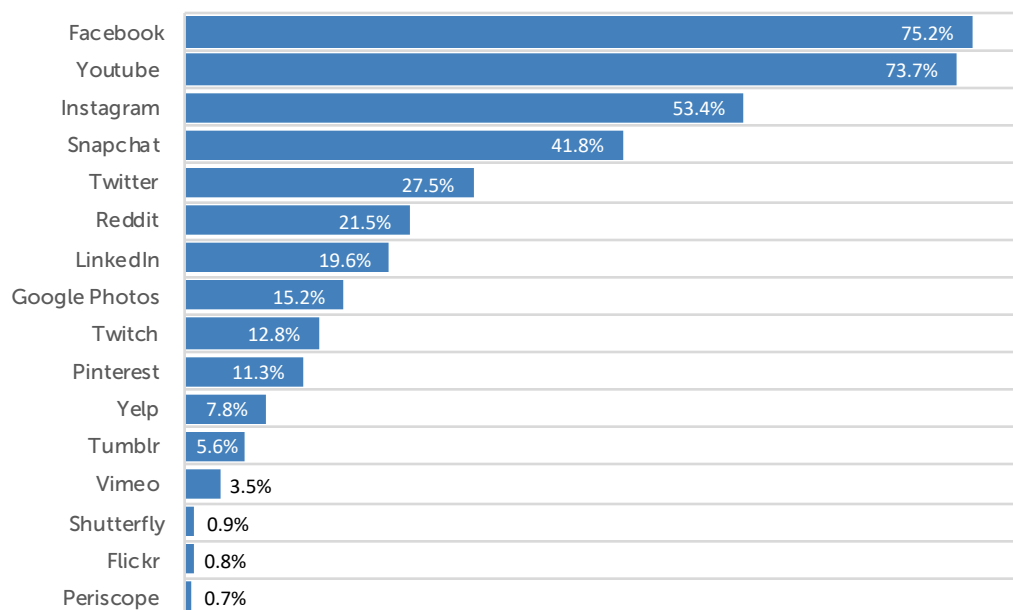
In particular, MRI data shows that males in our target demographic are most actively using Facebook and YouTube (Figure 12a). However, Impaired Driving's target audiences tend to be more engaged on Twitch and Reddit (Figure 12b). NHTSA will evaluate the best combination of brand-safe platforms to obtain maximum reach and engagement for each campaign.

MRI data show similar reach and index numbers for the Spanish-language target. NHTSA will investigate multicultural targeting opportunities within platforms like Twitch in order to reach that high-indexing audience in a relevant way.

For both audiences, NHTSA will continue to use display and video social media ads and also consider influencer marketing as a way to expand reach and deepen the dialogue. Campaigns will be set up to optimize video views, social engagement and unique reach.

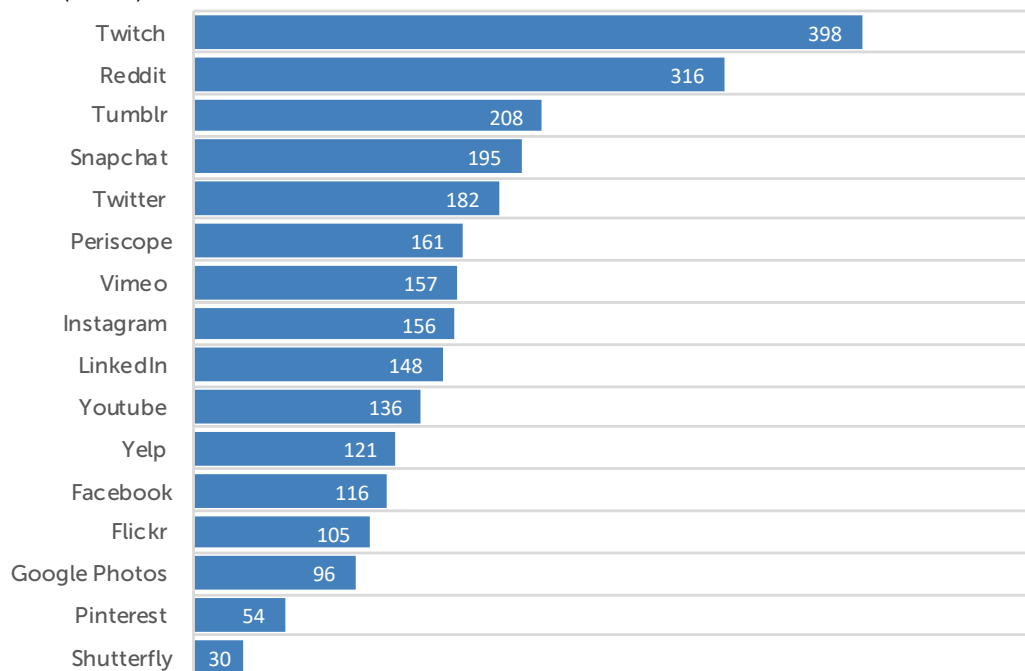
Broad interests in beer, wine, liquor and marijuana use (as well as key words and follower lookalikes on Twitter) may be layered into our audience targeting to ensure relevancy.

Figure 12A: Social Media Use by Males 21-34 Who Have Consumed Alcohol in the Last Six Months (Reach Percentage)



Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Figure 12B: Social Media Use by Males 21-34 Who Have Consumed Alcohol in the Last Six Months (Index)



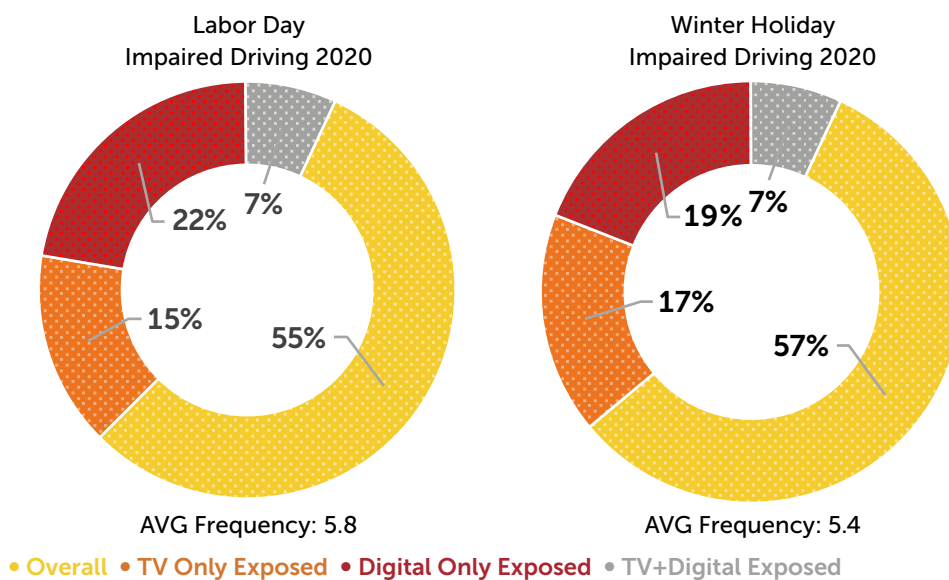
Source: 2020 Doublebase GfK MRI Weighted to Population (000)

TV

Linear TV

Traditional linear TV continues to be a premium, brand-safe environment that is trusted by consumers. Analysis of the 2020 Impaired Driving TV/digital campaigns reveals that the overlap of TV and digital was relatively low between the two platforms, indicating that TV ads and digital ads were effectively reaching different portions of the target audience (Figure 13).

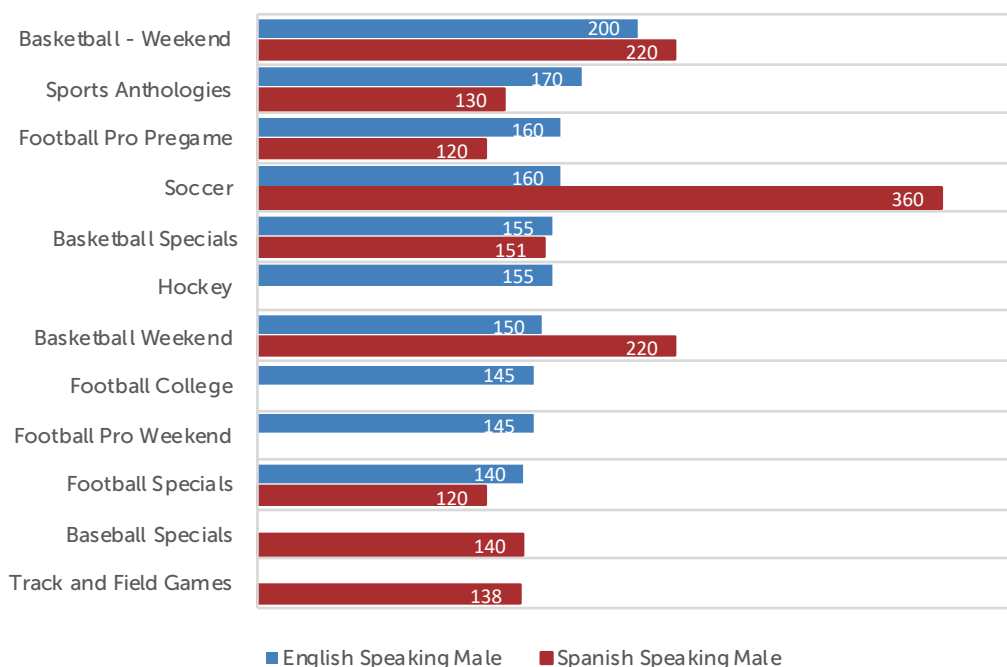
Figure 13: Cross-Channel Exposures Drives Optimal Reach and Frequency



Source: Samba TV True Reach and Frequency Report

Both general market and Hispanic males in this target audience are avid sports viewers (Figure 14). The general market segment is most interested in basketball, football, sports anthologies, soccer and hockey while the Hispanic segment is primarily interested in soccer, followed by basketball.

Figure 14: Top TV Shows Among Males 21-34 Who Have Consumed Alcohol in the Last Six Months



Source: 2020 Doublebase GfK MRI Weighted to Population (000)

The 2021 TV plan will strive to reach 25-30% of males aged 21-34 during the two flights. NHTSA will use programmatic buying efficiency to buy programming that is relevant to the target audience on a network level, and layer in audience targeting to ensure messaging is running on the programs that the target audience is watching. Network direct buys will focus on sports, primarily NBA, NHL and MLB.

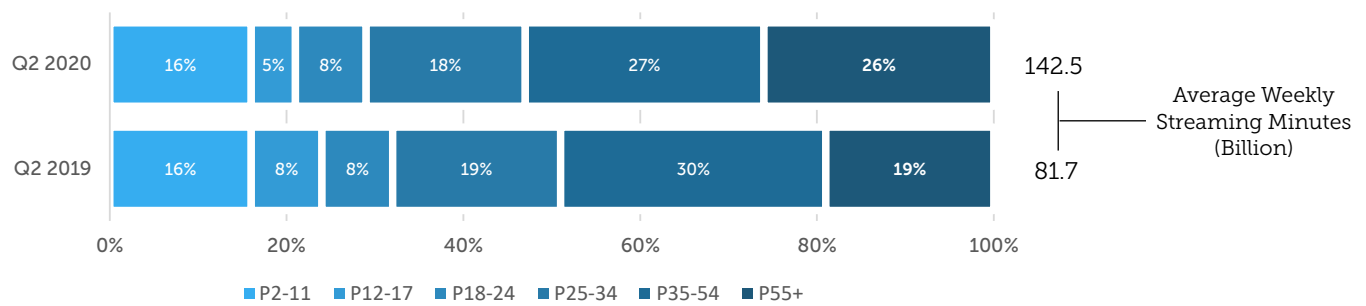
The Hispanic plan also will use audience targeting as well as Spanish-language networks that air entertainment and sports programming. The Hispanic plan will focus on soccer (fútbol), MLB and other high-indexing sports programming.

Connected TV/Over-the-Top (CTV/OTT)

The definition of TV is shifting away from traditional linear TV (live programming on networks such as NBC, ESPN, ABC, etc.) to include CTV/OTT channels like Netflix, Hulu, Amazon Prime and many others. For NHTSA, this means evolving the way TV is purchased beyond linear to include these digital streaming platforms to ensure reach to the total target audience. It is important to note that the target audience is still primarily viewing this type of content on their TV sets, but the use of digital platforms allows NHTSA to reach the target audience much more efficiently, thereby generating more reach and frequency across the TV plan than previous campaigns.

The amount of time spent in front of the TV viewing streaming content continues to grow. According to data from Nielsen's Streaming Meter (Q2 2020), streaming now comprises 26% of all TV minutes viewed by the 18- to 34-year-old audience (Figure 15), which the Impaired Driving target falls into.

Figure 15: Streaming Video Share of Time Spent by Age



Source: Nielsen Total Audience Report, August 2020

Using CTV/OTT, NHTSA will be able to achieve extensions and differentiation from linear TV schedules in a variety of ways. Notably, with the reporting technology that is available, active campaigns can report on how many unique users are exposed to messaging throughout the campaign lifecycle and how often those consumers are reached. This allows for in-flight optimizations to reach the desired frequency level for maximum effectiveness, which is especially important for a short flight.

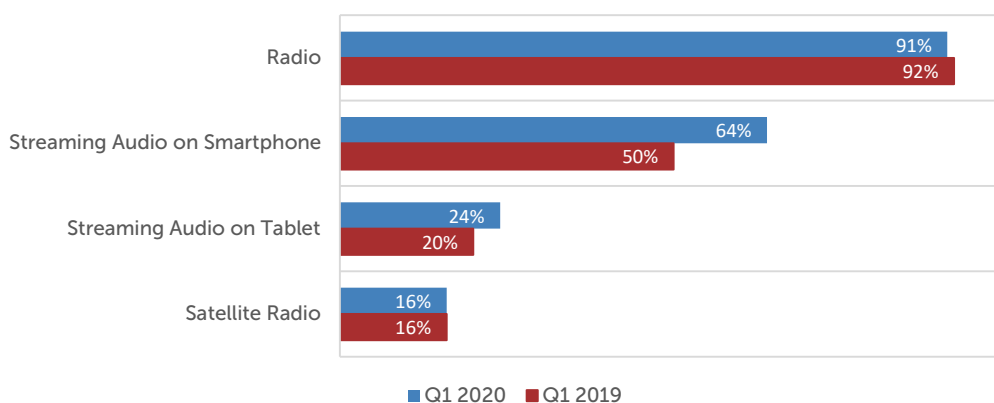
To leverage these CTV/OTT advantages, the plan will explore ad-supported premium marketplaces and publisher direct networks such as YouTube and Hulu. Because there is little difference in consumption and high penetration for both general market and Hispanic audiences in this area, both primary and secondary audiences will be considered for these buys.

Radio

According to Nielsen media research data, radio is the highest-reach medium, reaching 80% of the 18- to 34-year-old male media demographic every month—a figure that has changed very little since 2009 (Nielsen Audio RADAR 141, June 2019). While terrestrial radio has seen little change in listenership overall, the audio universe has expanded with streaming audio on smartphones seeing the greatest gains across all audiences (Figure 16).

Figure 16: Weekly Reach of Audio Among Adults 18+

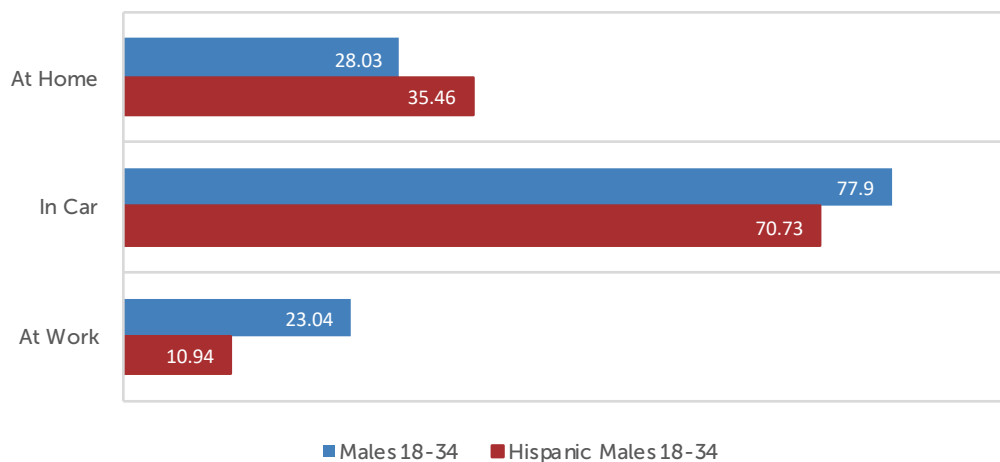
Based on Total U.S. Population



Source: Nielsen Total Audience Report, August 2020

Terrestrial radio will remain an important component of the alcohol and drug-impaired driving 2021 media plan for the general market as well as the Hispanic target audience due to its high reach, heavy in-vehicle use (Figure 17) and cost efficiency among broadcast mediums. Historically, terrestrial radio also offers the largest percentage of added value, providing the opportunity to extend the campaign reach.

Figure 17: Where the Target Audience Listens to Radio



Source: 2020 GfK MRI Doublebase

The largest radio networks, iHeartMedia and Westwood One, will be the primary radio partners for the general market. In addition to running the NHTSA spots, these networks will be challenged to integrate the use of their on-air talent into the plans and engage with their vast social networks (Figure 18) as added value. These extensions will seek to capitalize on existing listener relationships with trusted local voices to deliver the impaired driving message.

Figure 18: Radio Personalities are Hugely Important

Question: "Think about the one AM/FM radio station you listen to the most, what would be the main reasons why you choose to listen to this station more than any other one during the past 7 days?"	Total	Heavy AM/FM radio listeners (11+ hours/week)
They play my favorite music	53%	56%
They have funny and entertaining Djs/personalities	42%	57%
They provide the news, weather and traffic information that I need	40%	52%
They have my favorite personalities and shows	39%	56%
They have a strong connection to the city or town that I live in	31%	43%
They have fun contests and giveaways	25%	31%
They contribute to chairities and give back to those less fortunate	13%	18%
They talk about my favorite sports teams	10%	13%

Source: Cumulus Media, April 2020

Programmatic buying methods for radio are becoming more widely available and allow NHTSA to supplement traditional radio plans with this lower cost tactic. This method will be considered as a way to add frequency and efficiency to the overall campaign.

Hispanic Radio

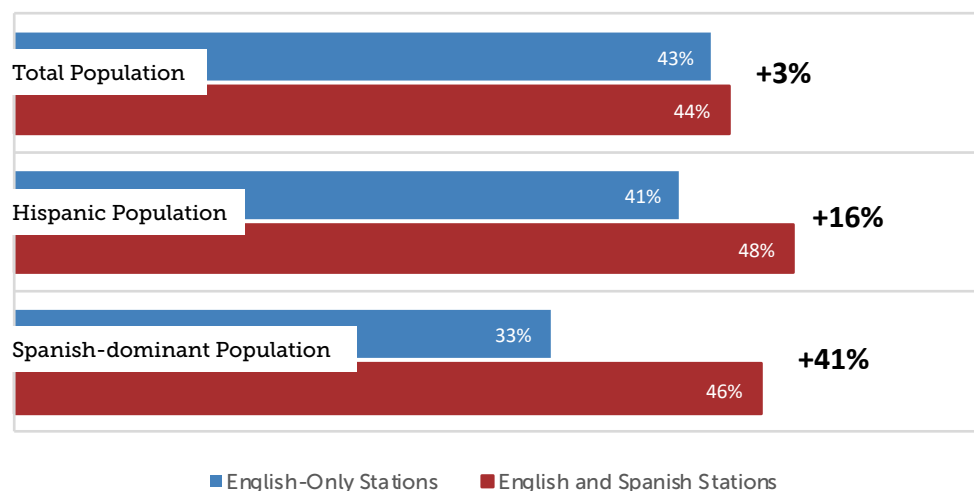
A recently released Nielsen study highlights that you cannot do an adequate job of reaching Hispanics and Spanish-dominant Hispanics unless Spanish AM/FM radio is in the media plan (Figure 19).

Incremental reach studies of five TV campaigns across a variety of categories reveal that when 20% of a TV buy is allocated to AM/FM radio, Hispanic reach increases by an average of 29% (Figure 20).

Similar to the general market audience, radio remains a powerful medium in reaching Hispanic listeners. Hispanic audiences over-index on average daily audio listening, with 74% listening in-car (The Infinite Dial 2020 Edison Research and Triton Digital). Spanish-language radio use is high among Hispanic males aged 21-34 and will help build reach during the Impaired Driving campaign. Terrestrial radio will be included along with streaming radio to reach this audience. For the terrestrial radio media plan, Spanish-language radio networks such as Spanish Broadcasting Stations (SBS), Univision radio, Entravision and others will be considered and evaluated. NHTSA also will seek to engage with influencers.

Figure 19: Spanish AM/FM Radio Generates a 41 Percent Reach Increase

Allocating 10% of an English-only buy to Spanish AM/FM radio generates a +41% reach increase among Spanish speakers.



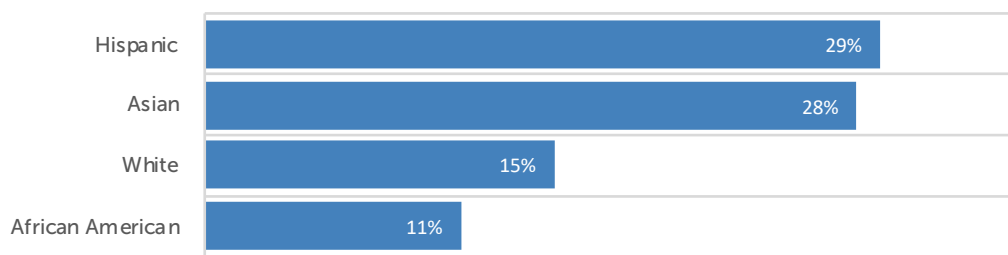
Reach (%): English-only vs. English and Spanish 100 GRPs reach (top 5 Hispanic markets)

Source: Nielsen

Figure 20: AM/FM Radio Delivers Strong Incremental Lift Among Hispanic Audiences

AM/FM radio delivers strong incremental lift among Hispanic and Asian audiences.

Incremental reach by ethnicity

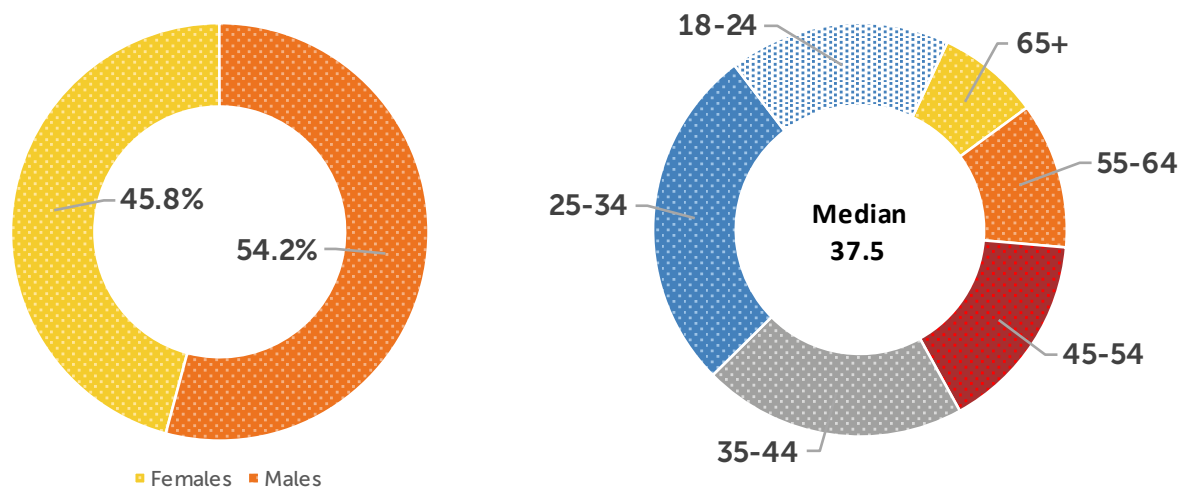


Source: Nielsen

Podcasts

Podcasts continue to increase in popularity, growing 16% year over year. Overall, audiences spend six hours and 39 minutes listening to podcasts every week (The Infinite Dial, 2020 Edison Research and Triton Digital). The demographic makeup, according to the most recent MRI data, indicates that podcast listeners skew male, and 44% fall into the 18-34 category.

Figure 21: Percent of Podcast Listeners by Gender and Age



Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Influencer Advertising

Radio personalities and social influencers hold significant sway with their followers. Audiences spend a lot of time on social media and when an influencer mentions or features a brand, they allow the advertiser to connect with audiences where they spend the most time. There are many benefits to using influencers to help promote the impaired driving messaging:

- ▶ Influencers raise trust and credibility levels.
- ▶ It is authentic content.
- ▶ It helps advertisers reach a relevant audience.
- ▶ It generates word of mouth, broadening reach.

Brand safety can be a concern with influencer efforts and working with the wrong influencers can do more harm than good. To minimize this risk, we will explore partnering with iHeartMedia's influencer program, Ignite. Through this program, iHeartMedia would vet and centrally manage an influencer campaign, which would amplify the impaired driving message by approving, activating and distributing content across social channels on a national scale.

Out-of-Home

Digital out-of-home (OOH) advertising reaches people when they are on the go and can re-target mobile devices to add frequency to the messaging. Increasingly, OOH opportunities can be considered for NHTSA campaigns due to the increased availability of digital options that can be turned on and off quickly. These placements will be activated at the beginning of the campaign and will not run outside the campaign flight dates. While nationwide penetration of digital billboards is still a work in progress, OOH opportunities like TV visible signage, digital gas station video placements and cinema advertising offer strong potential for exploration. Cinema advertising will be considered based on film release schedules and theater reopenings.

State-Level Campaign Extension Opportunities

States can consider local investment above and beyond the national plan to build additional reach and frequency during the flight.

TV

The national TV weight will be light and run primarily on cable network programming. The state-level plans can build off this base by including broadcast TV programming that efficiently reaches the target audience, including cable if penetration is sufficient, and geo-targeting any problem areas in their local market.

Radio

The national radio plan may run in the 50 GRPs/week range. At the national level, radio will be used for its efficiency and, due to its in-vehicle strength, its ability to build frequency. States can consider local radio buys that offer the opportunity for local on-air talent to lend their voices and social networks to further enhance the message.

Digital

Digital media is used heavily by the target audience and a digital effort should be a major part of state-level plans. This can include the use of publisher direct efforts outside of those sites on the national plan, online video, CTV/OTT, audio streaming, podcasts and display.

Social media also plays a very important role in the life of the target audiences and is recommended for state-level plans.

Rural Markets

If state-specific data indicates that the Impaired Driving campaign should include rural areas, attention should be paid to broadband penetration to ensure adequate reach into those areas for digital tactics. States and regions with areas of low broadband penetration should consider supplementing the national campaign with traditional TV, radio and out-of-home buys. This should only be considered applicable for states that have rural market issues to factor into plans.

Glossary

Audience targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Audio streaming: Delivering real-time audio through a network connection.

Brand Safety: Keeping a brand's reputation safe when they advertise by taking steps to ensure that ads do not run adjacent to content that goes against brand guidelines.

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular TV content.

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Frequency: The number of times you touch each person with your message.

Linear TV: TV service where the scheduled program must be watched at a specific time and on a specific TV channel.

Lookalike Audience: A group of social network members who are determined as sharing characteristics with another group of members.

Native advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.

Programmatic digital: Automated bidding on advertising inventory in real-time for the opportunity to show an ad to a specific customer within a specific context.

Programmatic TV: A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

Over-the-Top (OTT): A device connected to a TV that distributes streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

Terrestrial radio: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).